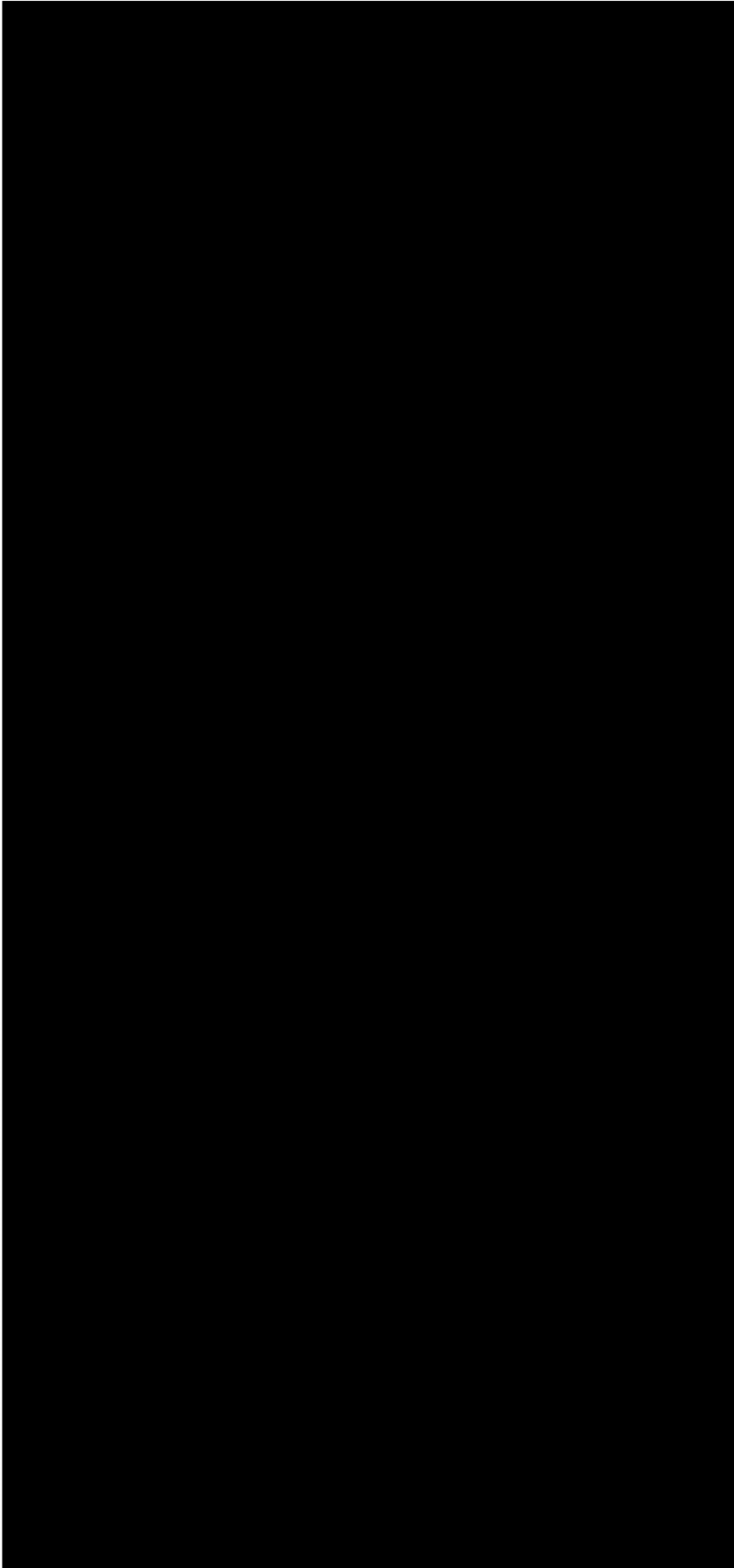


# **EXHIBIT 3**

## **(PART 2 OF 4)**

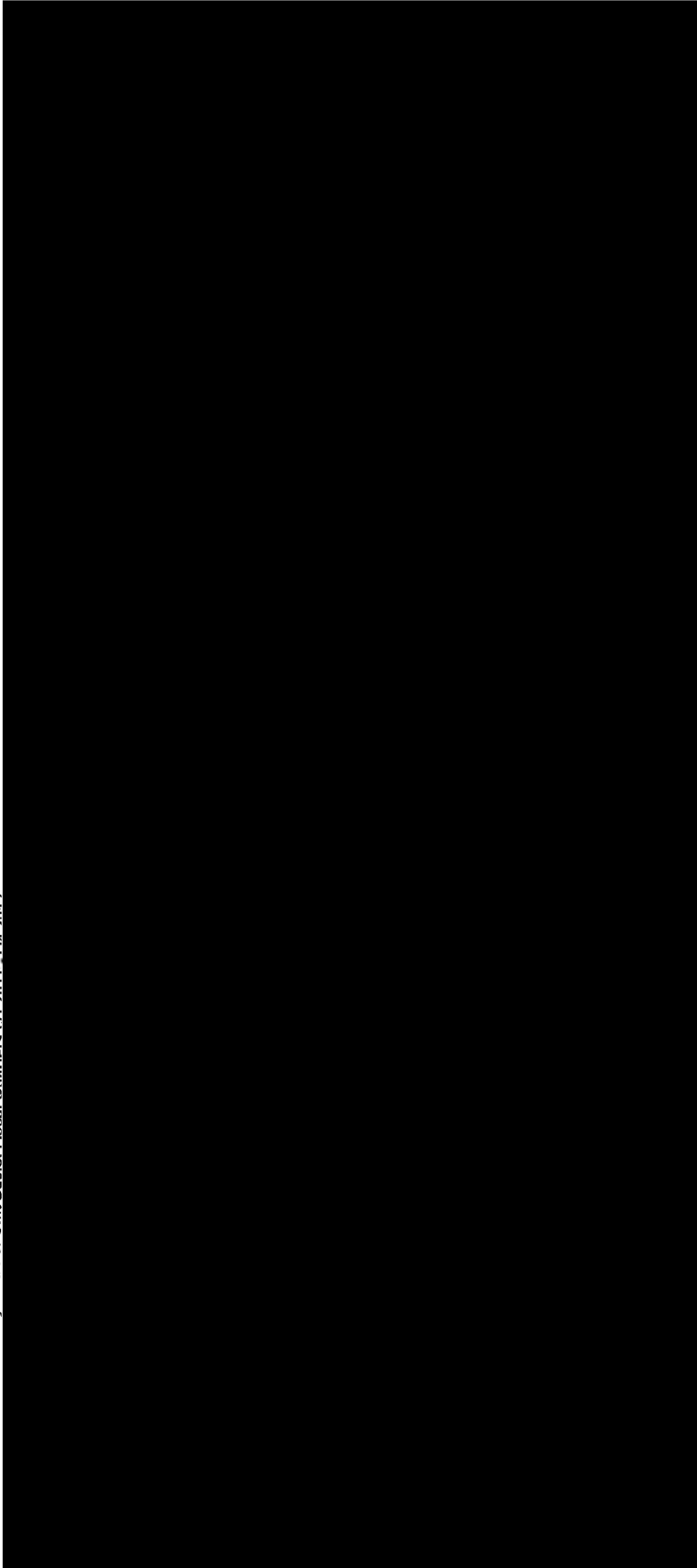
Highly Confidential - Attorneys' Eyes Only

Table 14a. iPhone U.S. Profitability on a Per Unit Basis, Fiscal Quarters Q1 2011 - Q4 2012



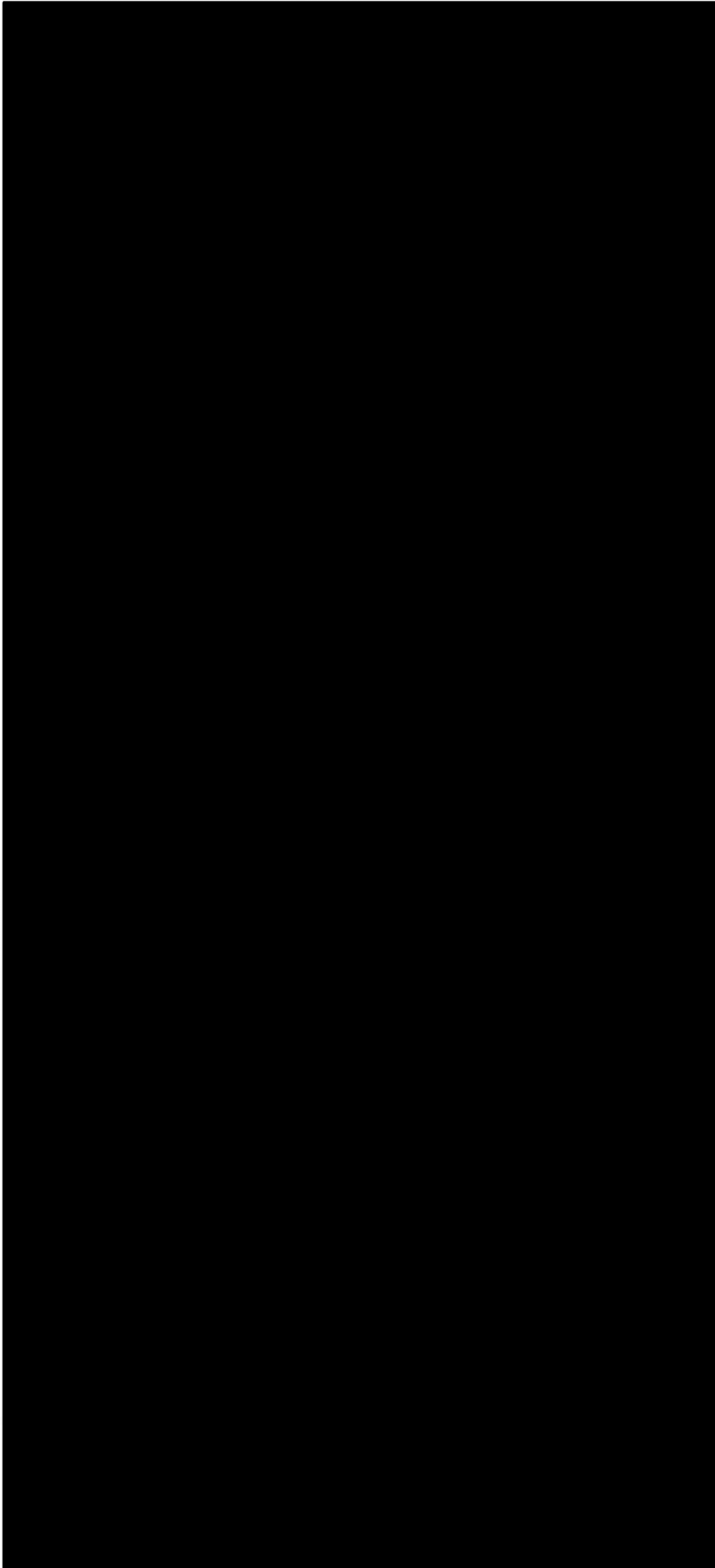
Highly Confidential - Attorneys' Eyes Only

Table 14b. iPad U.S. Profitability on a Per Unit Basis, Fiscal Quarters Q1 2014 - Q4 2015



Highly Confidential - Attorneys' Eyes Only

Table 14c. iPod U.S. Profitability on a Per Unit Basis, Fiscal Quarters Q1 2011 - Q4 2012



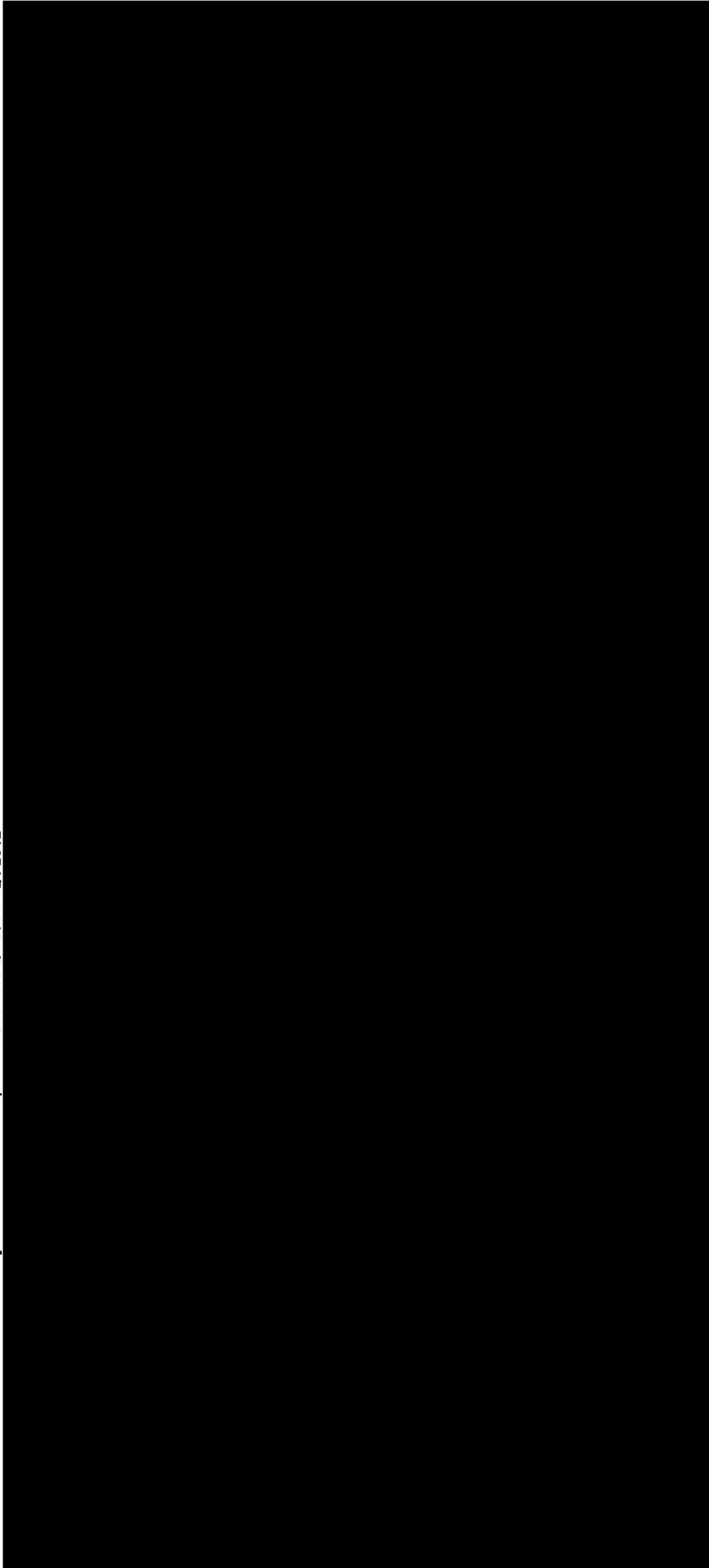
Highly Confidential - Attorneys' Eyes Only

Table 14d. MacBook Air U.S. Profitability on a Per Unit Basis, Fiscal Quarters Q1 2011 - Q4 2012



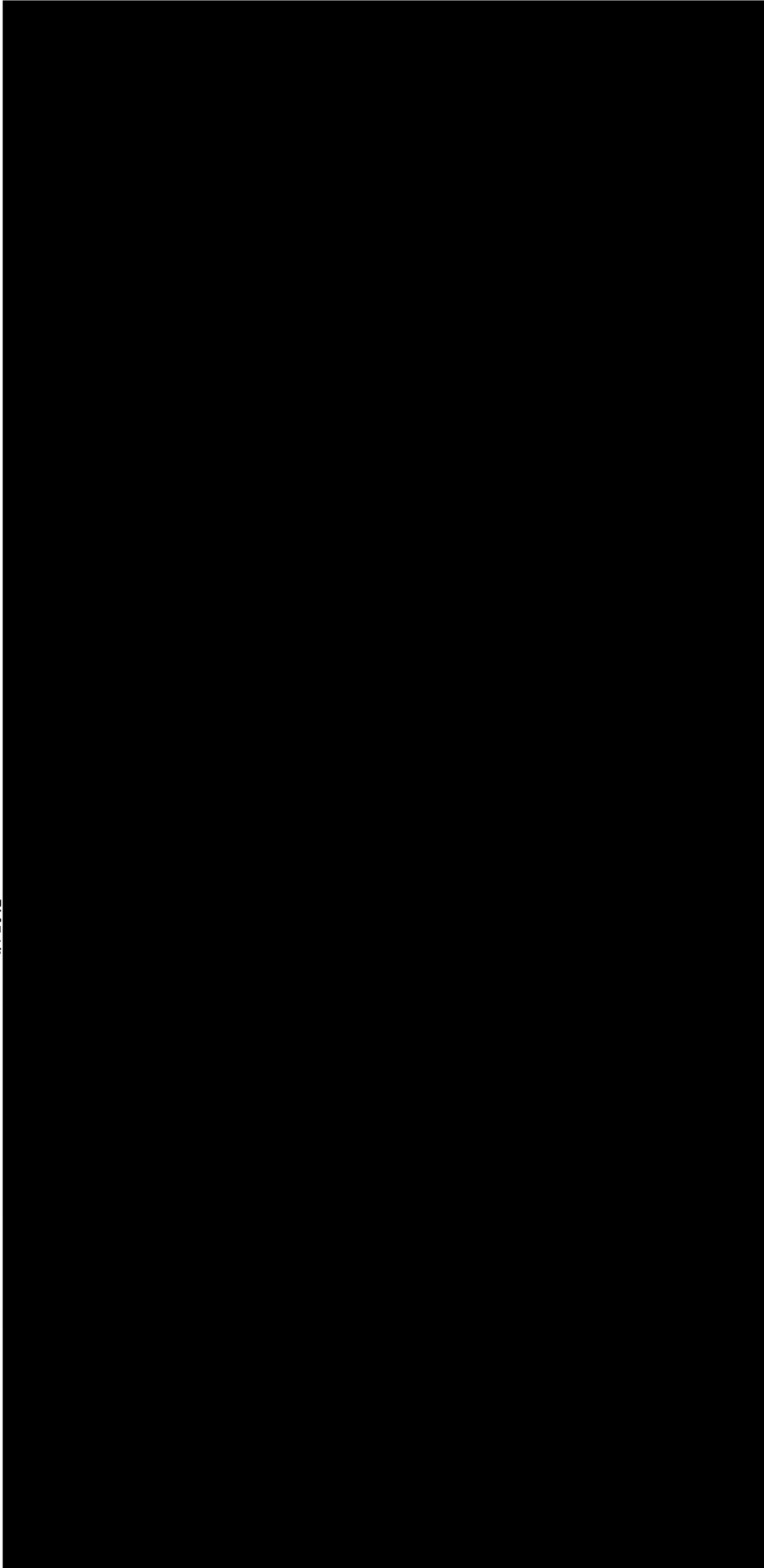
Highly Confidential - Attorneys' Eyes Only

Table 14e. MacBook Pro U.S. Profitability on a Per Unit Basis, Fiscal Quarters Q1 2011 - Q4 2012



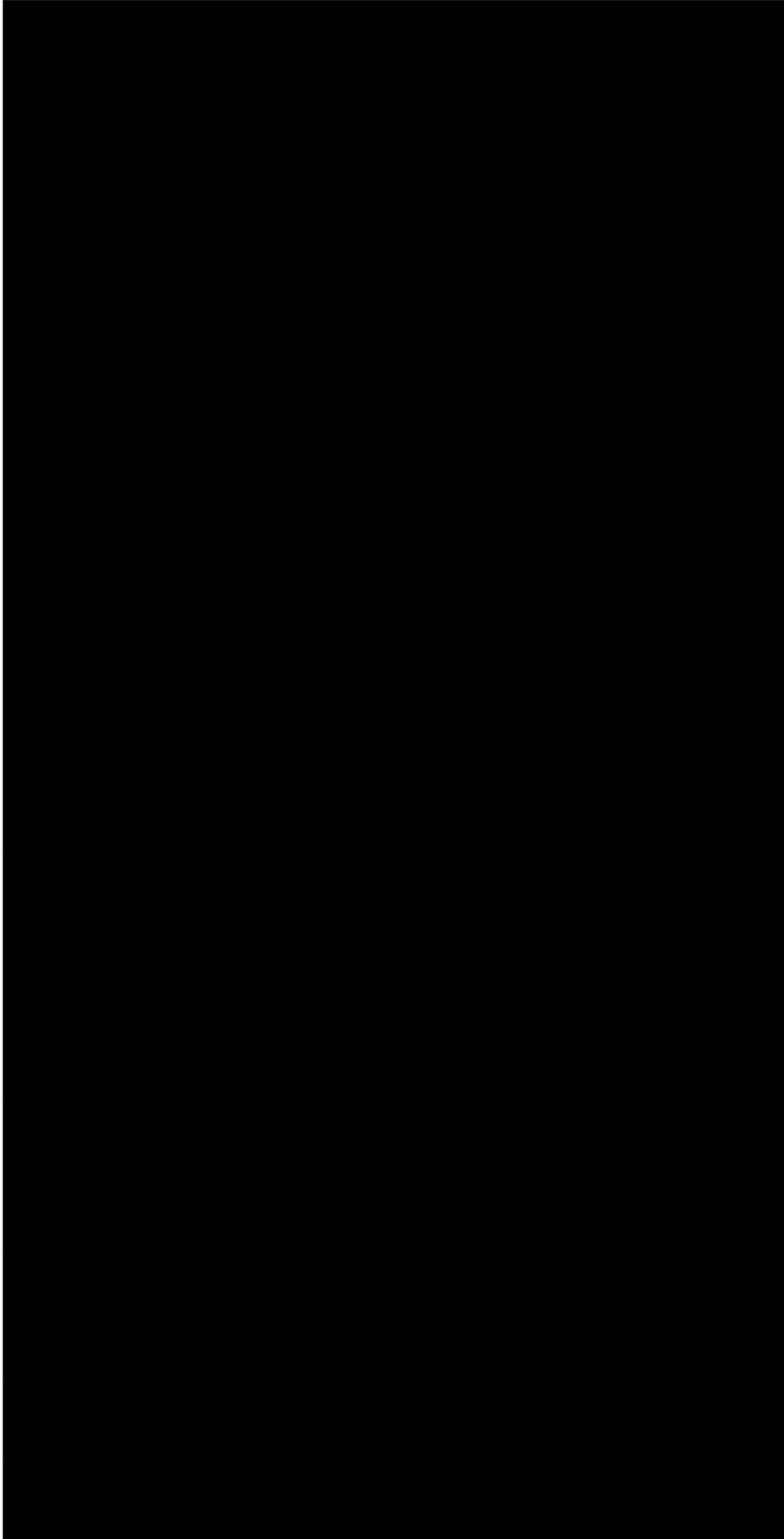
Highly Confidential - Attorneys' Eyes Only

Table 14f. iMac U.S. Profitability on a Per Unit Basis, Fiscal Quarters Q1 2011 - Q4 2012



Highly Confidential - Attorneys' Eyes Only

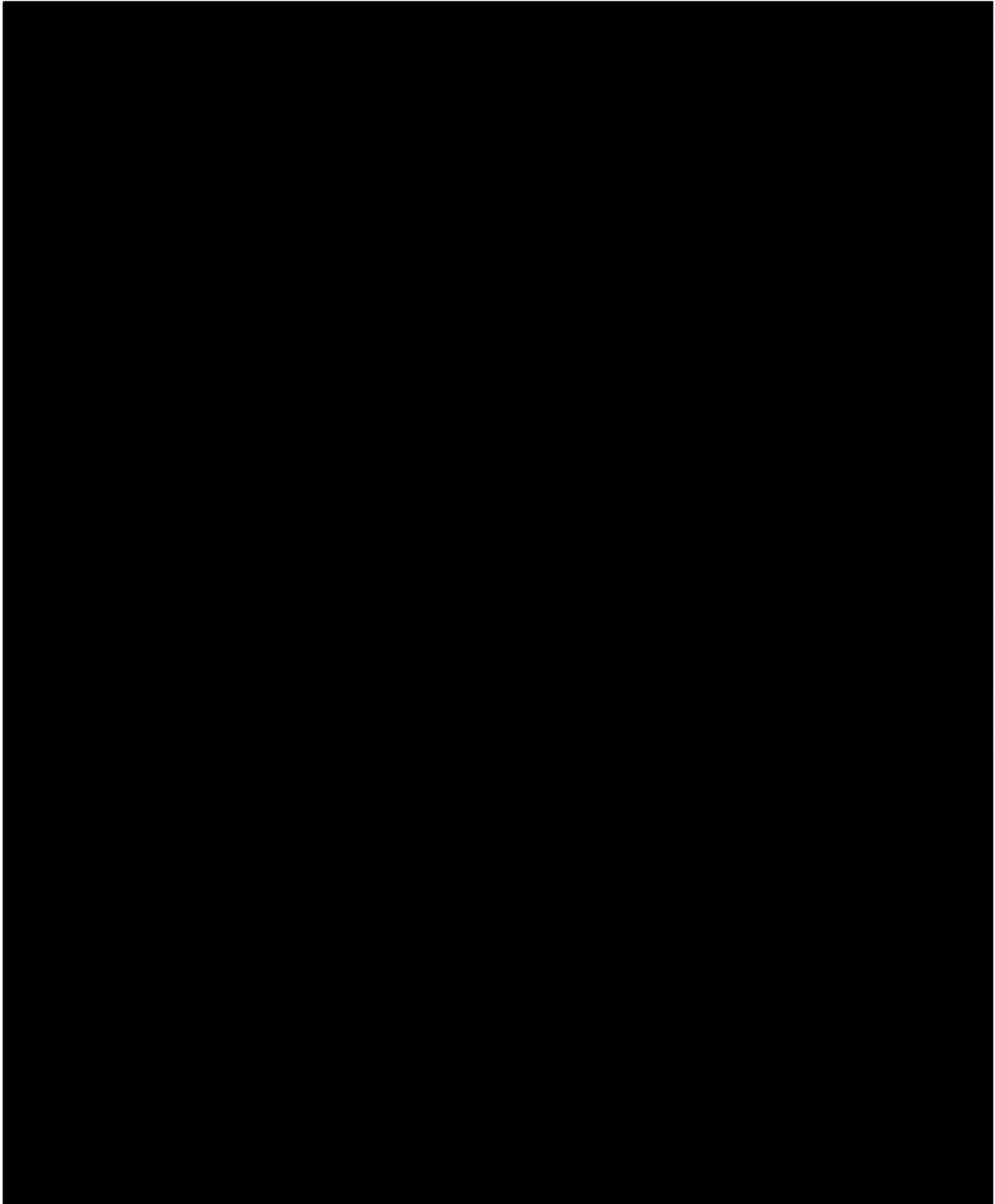
Table 14g. Mac Pro U.S. Profitability on a Per Unit Basis, Fiscal Quarters Q1 2011 - Q4 2012



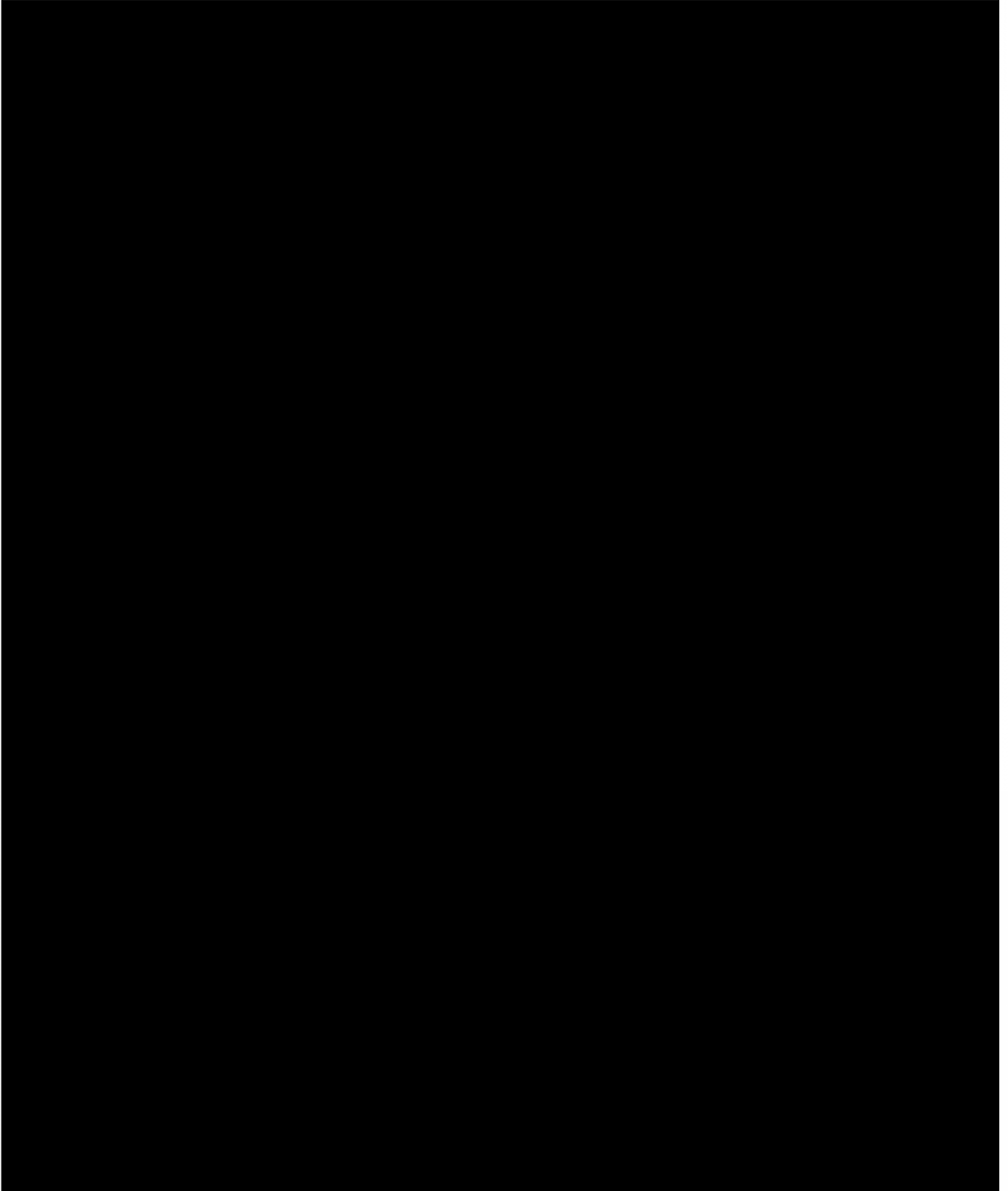


Highly Confidential - Attorney's Eyes Only

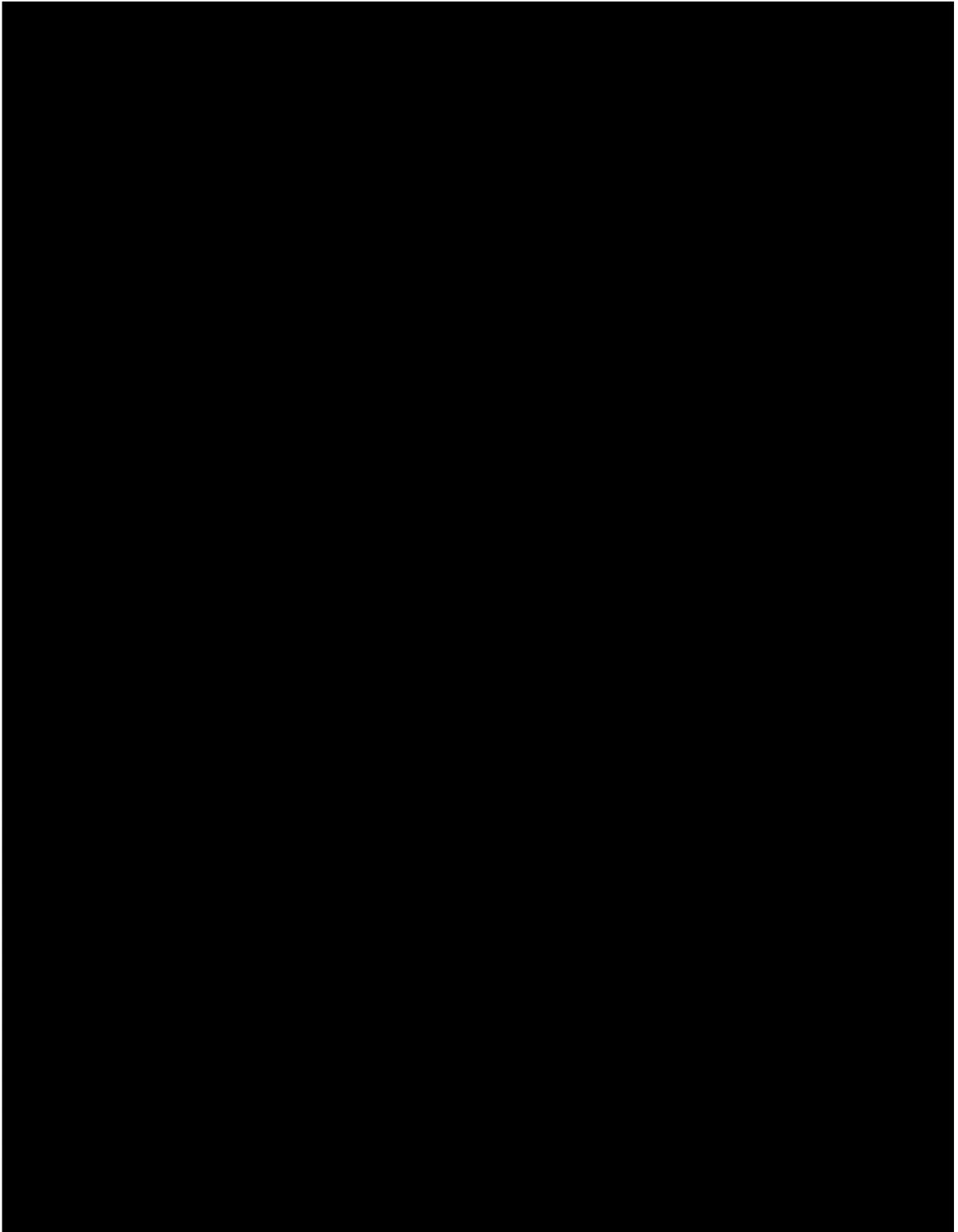
Table 15. Evidence of the Importance of FaceTime



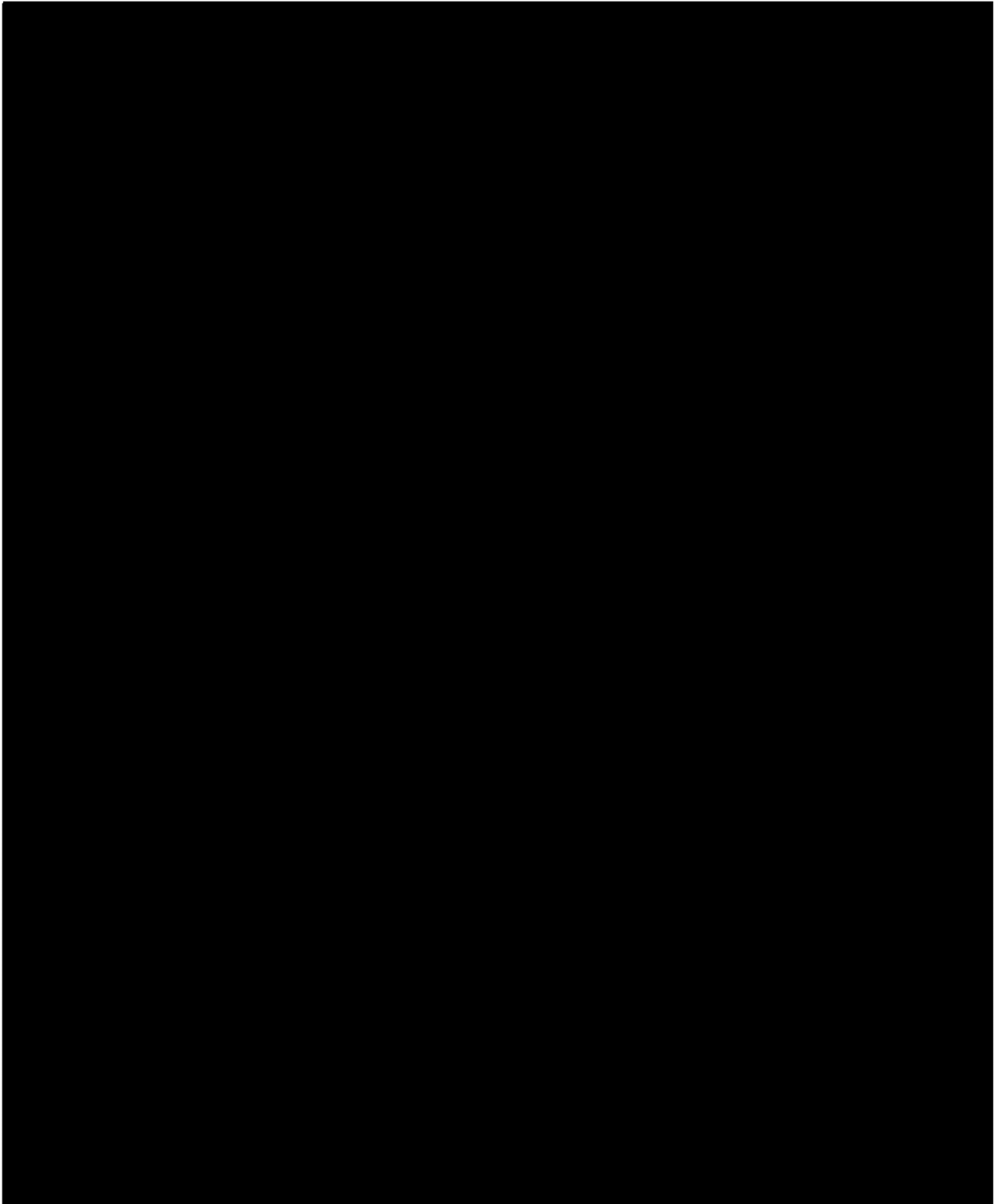
Highly Confidential - Attorney's Eyes Only



Highly Confidential - Attorney's Eyes Only



Highly Confidential - Attorney's Eyes Only



Highly Confidential - Attorney's Eyes Only



Highly Confidential - Attorneys' Eyes Only

Table 16. Relative Value Survey Results, '239

Infringement Read	iPhone 3G/3GS	iPhone 4/4S/5	iPad	iPod Touch 4/5G
<b>Relative Value Score</b>				
Use FaceTime to make or receive video-calls over a Wi-Fi connection	n/a	225.39	247.46	180.83
Use FaceTime to make or receive video-calls over a cellular connection	n/a	224.42	221.9	168.16
Take video and transmit it to another device by email over a Wi-Fi connection	n/a	230.73	232.21	177.44
Take video and transmit it to another device by email over a cellular connection	n/a	220.06	194.91	144.95
Take video and transmit it to another device by text message	n/a	250.43	200.57	168.49
<b>Value Relative to the FaceTime Reads</b>				
Use FaceTime to make or receive video-calls over a Wi-Fi connection	n/a	0.50	0.53	0.52
Use FaceTime to make or receive video-calls over a cellular connection	n/a	0.50	0.47	0.48
Take video and transmit it to another device by email over a Wi-Fi connection	n/a	0.51	0.49	0.51
Take video and transmit it to another device by email over a cellular connection	n/a	0.49	0.42	0.42
Take video and transmit it to another device by text message	n/a	0.56	0.43	0.48
<b>Usage Rates</b>				
Use FaceTime to make or receive video-calls over a Wi-Fi connection	n/a	40.1%	38.2%	31.8%
Use FaceTime to make or receive video-calls over a cellular connection	n/a	20.4%	2.5%	n/a
Take video and transmit it to another device by email over a Wi-Fi connection	n/a	29.4%	17.7%	21.6%
Take video and transmit it to another device by email over a cellular connection	n/a	20.0%	2.7%	n/a
Take video and transmit it to another device by text message	n/a	24.1%	10.6%	n/a

**Source:**

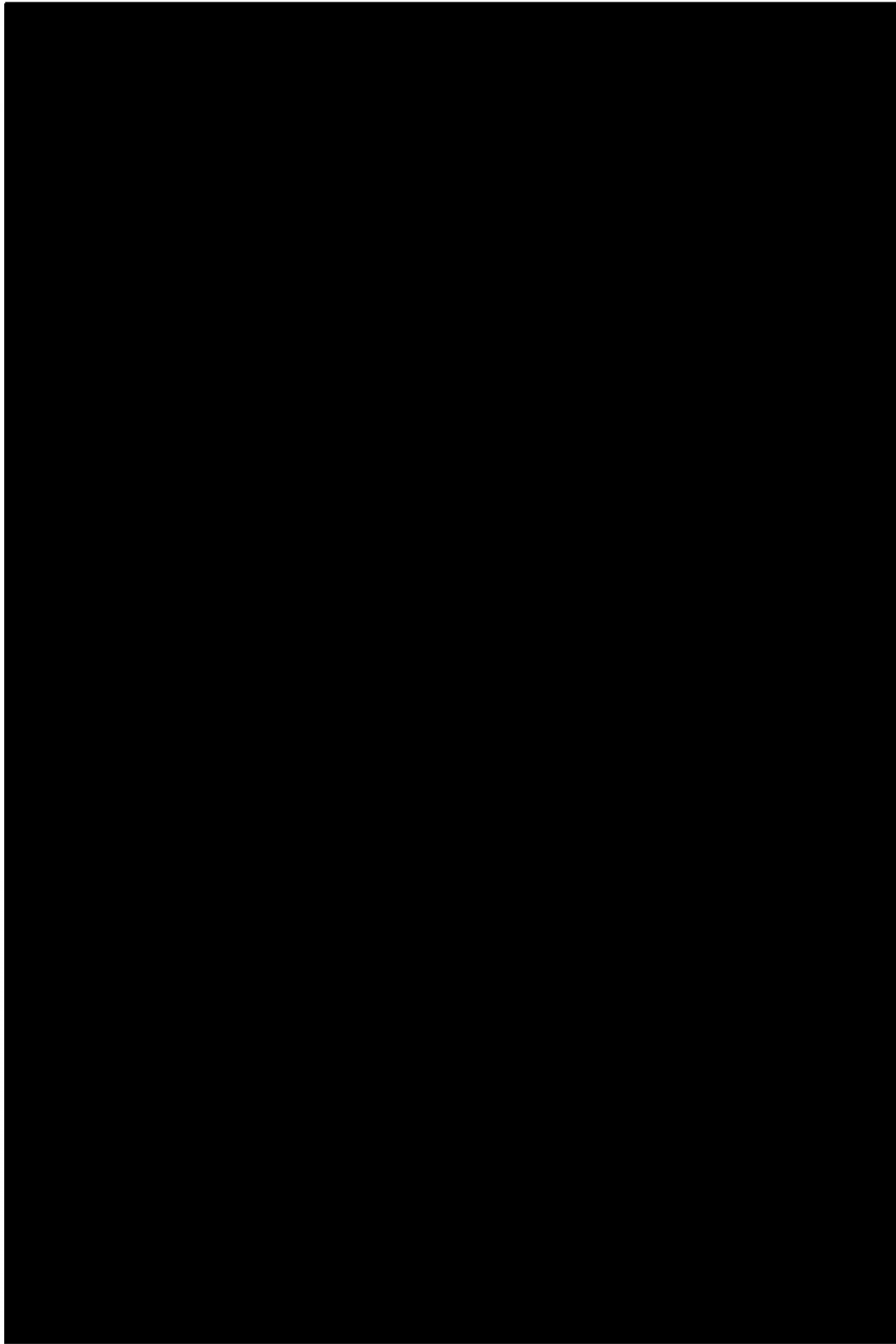
1. Relative Value Scores from Expert Report of Sanjay Rao, Tables 2b, 3b, 4b, and 5b.
2. Usage Rates from Expert Report of Sanjay Rao, Attachment E.

**Notes:**

1. Value Relative to the FaceTime Reads is calculated by dividing each relative value by the sum of the following '239 Reads: "Use FaceTime to make or receive video-calls over a WiFi connection" and "Use FaceTime to make or receive video-calls over a cellular connection".

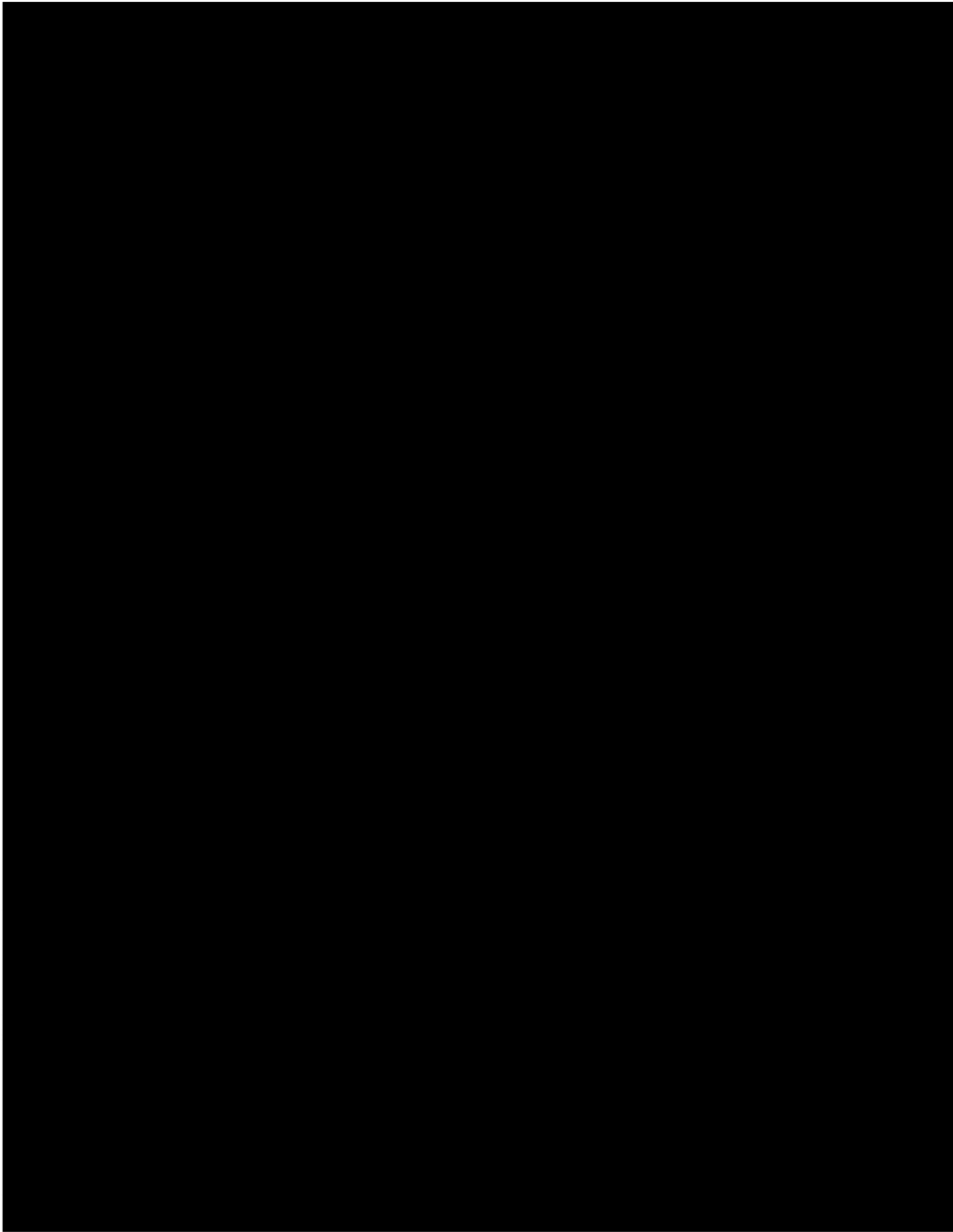
Highly Confidential - Attorneys' Eyes Only

Table 17a. Royalty for '239 by Product and Infringement Read  
Date of Notice: April 18, 2012



Highly Confidential - Attorneys' Eyes Only

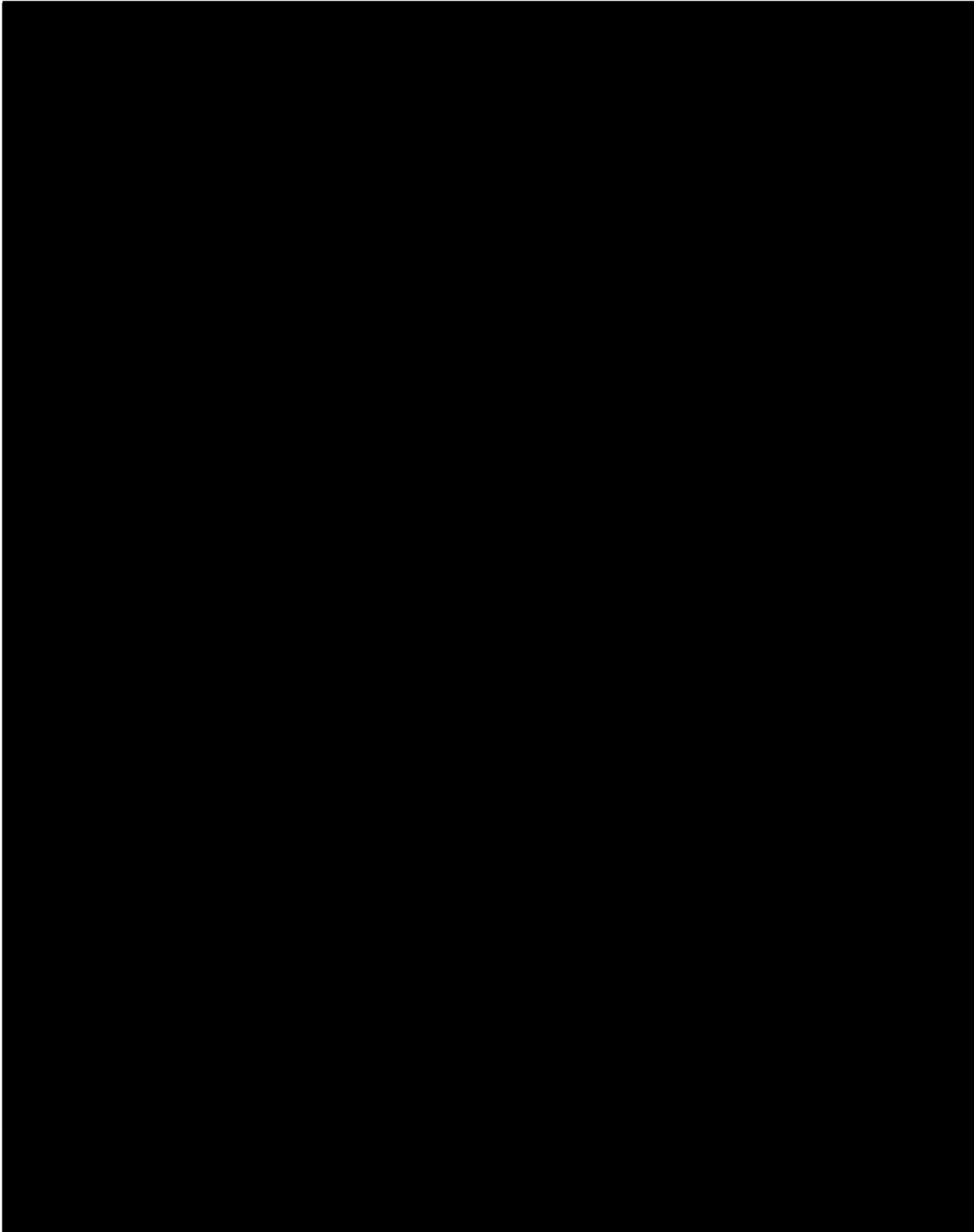
Table 17b. '239 Infringement Read 1 Royalty





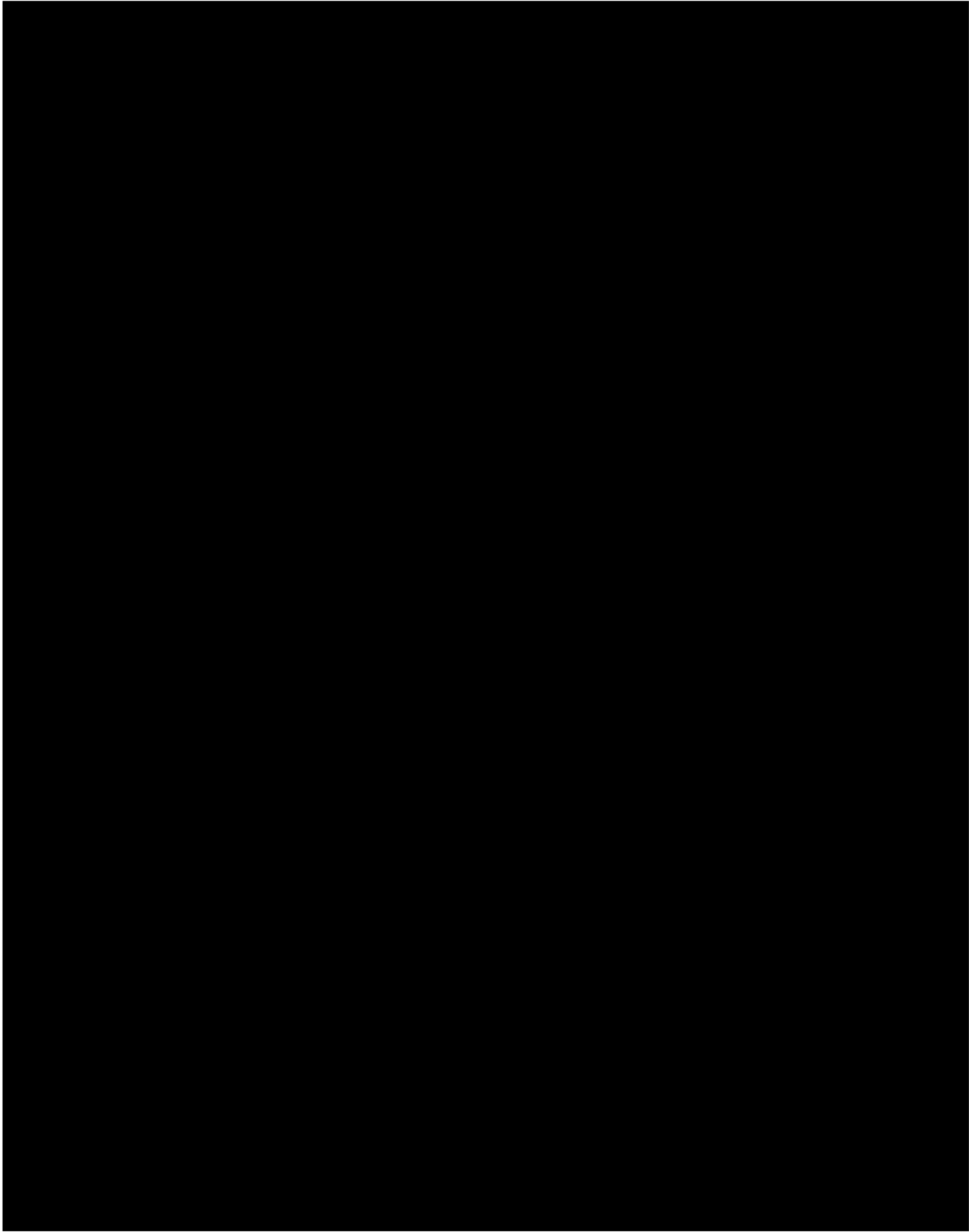
Highly Confidential - Attorneys Eyes Only

Table 17c. '239 Infringement Read 2 Royalty



Highly Confidential - Attorneys' Eyes Only

Table 17d. '239 Infringement Read 3 Royalty



Highly Confidential - Attorneys' Eyes Only

Table 17e. '239 Infringement Read 4 Royalty

